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| **Overview** | The purpose of the “I Got Into Energy” Campaign is to provide CEWD members with a new and innovative approach to promoting jobs in the energy industry during CEWD’s Annual Careers in Energy Week. The “I Got Into Energy” Campaign plays off of and reinforces CEWD’s “Get Into Energy” brand, which is designed to appeal to potential jobseekers and help them explore what it means to work in the energy industry. “I Got Into Energy” is designed to highlight actual energy industry employees who are telling their story to potential jobseekers about why they were attracted to the industry or their company and what they enjoy about their jobs. “I Got Into Energy” also is designed to leverage the popularity of social media platforms and cell phone or iPad technology by capturing and sharing short recordings of employees in their job settings sharing their messages. The recordings can then be approved within the company and shared on Twitter, Facebook, LinkedIn, and other social media platforms where they can be “re-shared” and “retweeted” by other CEWD members, CEWD itself, and CEWD’s member associations (EEI, AGA, NRECA, APPA, NEI, and DCA), thereby giving the “I Got Into Energy” messages broad reach at very little cost to the company.CEWD and its associations have partnered to develop Common Themes about the energy industry that apply equally, regardless of the type of organization (IOU, Public Power, etc.) or the type of fuel used to produce the energy (gas, nuclear, etc.). These Common Themes form the foundation of sample messages included in the toolkit that can be used by CEWD members who want to participate in the “I Got Into Energy” Campaign.  |
| **Purpose of** **“I Got Into Energy” Campaign**  | To provide an innovative approach to promoting jobs in the energy industry during 2018 Careers in Energy Week: * Provides CEWD member companies and state energy workforce consortia a fresh and new way to promote Careers in Energy Week
* Exemplifies CEWD’s mission to provide industry solutions for regional implementation
* Builds awareness of energy careers supporting a variety of fuel types among CEWD’s target demographics
* Utilizes Common Content Themes identified by CEWD and its Association members and approved for use in promoting the overall energy industry
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| **Potential benefits for Industry**  | * Use of social media to appeal to jobseekers
* Authenticity in recognition of actual employees in actual job settings
* Recognition for high-demand jobs in the industry
* Minimal cost, time, and oversight burden through the use of cell phone recordings
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| **Potential benefits for CEWD Member Associations** | * Promotion of Common Content Themes developed jointly by the Associations
* Ability to retweet, repost, and share industry messages to promote a specific Association
* Greater visibility for Association goals and career campaigns/tools
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| **Equipment Required** | * Company owned or leased technology (cell phone, iPad) with ample storage capacity to record the employee messages
* PPE, appropriate for the situation, for employees being recorded
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| **Pre-work Required** | * Thoroughly read the Toolkit
* Vet the idea and gain approvals within your company
* Use the Implementation Checklist as a planning guide
* Participate in a CEWD webinar about use of the Toolkit in promoting Careers in Energy Week (July 26, 2018)
* Identify a “lead” or a “team” that will work with employees to plan and conduct the recordings
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| **Potential Costs to CEWD Members**  | * Employees’ time to make the recording
* Time on part of communications and HR team members to plan the campaign, identify employees for recording, attend the recording session, vet the recording, and share on social media
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| **Lead time needed for planning?** |  4-6 Weeks |
| **CEWD Membership Dollars in Action** | Support materials provided in the “I Got Into Energy” Campaign Toolkit include:* General Guidelines
* Implementation Checklist
* List of possible stakeholders within your company to engage in approvals of the campaign
* Sample appearance release for employees who are recorded
* Themes, sample scripts, and sample social media messaging
* Contact list for informing CEWD, Associations, and State Consortia
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